

PUBLIC INFORMATION RELEASE

YALE BROADCASTING COMPANY, INC.
242-A YALE STATION, NEW HAVEN, CONNECTICUT
UNiversity 5-6400

Release to:

Release date:

KING PUFF REIGNS SOVEREIGN ON THE NIGHT OF MARCH 16TH, 1955 ON THE YALE CAMPUS WHEN WYBC, THE YALE RADIO AND TELEVISION STATION, PRESENTS ITS THIRD ANNUAL KING PUFF PIPE-SMOKING CONTEST.

SPONSORED IN CONJUNCTION WITH JOHNNY'S PIPE CENTRE, 104 COLLEGE STREET IN NEW HAVEN, THE STUDENT RADIO AND TV ENTREPRENEURS SEE A KNOCK-DOWN DRAG-OUT BATTLE AS THE CHAMPIONS FOR THE TWO PREVIOUS YEARS RETURN TO TRY AND BREAK THE INTERCOLLEGIATE RECORD OF 2 HOURS AND 47 MINUTES.

THESE CHAMPIONS, LEON CHEMLIN AND CHARLES CURTISSE, WON THEIR TITLES BY PUFFING TWO HOURS, FORTY-TWO MINUTES, AND THIRTY SECONDS, AND THE OTHER TWO HOURS AND TWENTY-TWO MINUTES, RESPECTIVELY.

WYBC'S PROGRAM DIRECTOR, REID B. JOHNSON, HAD THIS TO SAY ON THE FORTHCOMING CONTEST: "TO SOME OF THESE GUYS, WINNING THIS CONTEST IS LIKE DOING THE INDOOR MILE IN FOUR." AND SOME 100 CONTESTANTS ARE EXPECTED TO ENTER THE RUNNING OF THIS COLLEGIATE TOBACCO ROAD. PRIZES EQUALING \$250 WILL BRING THESE NUMBERS RUNNING TO THE WYBC STUDIOS IN SEARCH OF FAME AND FORTUNE.

WINNING THIS CONTEST, SAY THE PREVIOUS CONTESTANTS, IS NO BRIAR PIPEWORK. THE PUFFERS CONTEND THAT THE RULES ARE STRICTER THAN ETIQUETTE AT VASSAR. THE OBJECT OF THE CONTEST IS TO FIND OUT WHO AMONG THE CONTESTANTS CAN MAKE A QUARTER OUNCE OF TOBACCO LAST THE LONGEST AT ONE SITTING. EACH SMOKER IS GIVEN TWO MATCHES

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YALE BROADCASTING COMPANY, INC.
302-A YALE STATION, NEW HAVEN, CONNECTICUT
127-2100

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TO KEEP THE SHOULDERING PIPE LIT. AS SOON AS THE JUDGES
DECLARE A PIPE IS OUT THE CONTESTANT BECOMES INELIGIBLE FOR
THE REMAINDER OF THE CONTEST.

THIS SMOKERS' MARATHON, WHICH HAS RUN OVER TWO HOURS AND A
HALF IN EACH OF THE PAST TWO YEARS, HAS ALL THE EARMARKS OF AN
ATHLETIC CONTEST. THIS YEAR MASTER OF CEREMONIES, AS USUAL, WILL
BE TERENCE O'BRIEN, '55, OF ST. PAUL, MINNESOTA. HE SAYS: "THIS
CLASSIC COMPETITION HAS ROOTS STEMMING FROM THE INDIAN BONFIRE
FESTIVALS AFTER THE DAYS OF COLUMBUS." ACCORDING TO O'BRIEN,
INDIANS FREQUENTLY SMOKED PIPES AFTER RUNNING BATTLES WITH THE WHITE
MAN IN THE DAYS OF THE OLD WEST.

TRADITION CONSCIOUS YALE RECOGNIZES THE HISTORIC VALUE OF
PIPES AND, TO THE YALE MAN, THIS CONTEST IS THE LOGICAL END OF ALL
PIPE SMOKING THROUGH THE CENTURIES.

PUBLIC INFORMATION RELEASE

WAVE BROADCASTING COMPANY, INC.
312-A TALE STATION, NEW HAVEN, CONNECTICUT
UNIVERSITY 2-0100

Release for:

Release date: